

# 2012 ANNUAL REPORT

*More for Mission*



OFFICE OF CITIZEN SERVICES AND INNOVATIVE TECHNOLOGIES



GSA

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## Overview

### Office of Citizen Services and Innovative Technologies



Through the efforts of exceptionally dedicated managers and staff, we continue to work to make government more open, transparent, accessible and effective for the citizens it serves.

In 2012, we led several key initiatives to reform federal IT, create cost savings and cost avoidances for agencies, facilitate using new and digital technologies to improve government operations and citizen engagement, and help enhance customer experiences across government.

The public accessed our information and services a record 540 million times this year, visiting [USA.gov](http://USA.gov) and other valuable websites, searching through [USASearch](#), ordering and downloading [publications](#), interacting via [social media](#), and getting answers to phone calls and e-mails about thousands of different government services and programs through our National Contact Center.

We continued to implement government-wide solutions and lead key IT management reform initiatives that will enable agencies across the government to significantly increase operational efficiency and effectiveness, saving significant resources.

### Innovative Technologies

OCSIT is the government-wide champion for cloud computing, helping agencies to identify and move to cloud-based solutions whenever a secure, reliable, cost-effective cloud option exists. Our Federal Cloud Computing Initiative Program Management Office is leading the way with the following government-wide implementation actions:

- Providing data collection and cost estimation tools focused on agency data center consolidation and optimization.
- Working with GSA's Federal Acquisition Service to establish contract vehicles for Infrastructure as a Service, E-mail as a Service and other cloud-based and commodity IT services.

- Managing the Federal Risk Authorization Management Program ([FedRAMP](#)) to speed up agencies' adoption of secure cloud solutions.
- Hosting and managing some of the Administration's showcase web sites in safe, secure, and reliable cloud-based computing environments, such as Data.gov, Performance.gov, BusinessUSA.gov, USA.gov, Challenge.gov, etc.

Our Federal Cloud Computing Initiative focuses on implementing cloud solutions that increase operational efficiency; optimize common services and solutions across organizational boundaries; and enable transparent, collaborative and participatory government. These ground-breaking efforts help to close the IT performance gap between the federal government and the private sector.

### **Building a 21<sup>st</sup> Century Platform to Better Serve the American People**

We've had a significant leadership role in the development and implementation of the Digital Government Strategy, which was designed to ensure federal agencies use emerging technologies to serve the American people as effectively as possible through improved web services and mobile applications.

We helped federal agencies develop mobile government strategies and apps, hosted a central web platform for hosting innovation challenges, and enabled an increasing number of ways the public can talk with government. This transparency and openness leads to better management, operational efficiencies, and greater accountability for results. Some examples include:

- [Challenge.gov](#), the central platform for government contests and challenges, empowers the government and the public to bring the best ideas and solutions to our agencies. The platform has featured more than 200 challenges and awarded over 34 million dollars in prizes.
- [Data.gov](#), which now hosts over 400,000 downloadable, interactive data sets, is the anchor of the 38-nation Open Government Partnership. We also launched the [Open Government Platform \(OGPL\)](#) which helps governments enhance access and use of public data to foster innovation, improve delivery of services at all levels of government, and promote government transparency and accountability as well as public participation.
- [Business.USA.gov](#), a collaborative effort to leverage the use of technology and sharing of agency resources. It is an online, one stop shop that makes it easier for American businesses to access the services and information they need to grow, hire and export.

OCSIT won a dozen major awards for its open and digital government leadership and innovation this year. We are regularly asked to share our knowledge with government and non-government groups in the United States and abroad.

We are a lean, but incredibly productive office – a little sparkplug igniting innovation all across government. Partnership and teamwork are at the core of all of our operations. In the coming year, we will continue our dual mission of delivering excellent innovative services and solutions to the public and to our government agency customers.

A handwritten signature in black ink that reads "David McClure". The signature is written in a cursive, flowing style.

David McClure  
Associate Administrator  
Office of Citizen Services and Innovative Technologies  
U.S. General Services Administration

## Who We Are

- We deliver government-wide information and services to the public.
- We provide practical tools, models, and proven practices that agencies can easily use to adopt new technologies designed to improve efficiency and effectiveness of government operations and enhance citizen engagement.

## Our Vision

Our vision is simple: Deliver a world-class experience to the public when accessing government information and services – anytime, anywhere – through the delivery channel that they choose.

We create and leverage products, services and approaches that federal agencies can easily adopt that will enhance their ability to innovate, deliver services, engage the public, and save valuable resources.

## Our Goals

***Innovation Leadership:*** Expand and enhance public engagement with government using innovative, cost-effective solutions and practices that can be adapted and leveraged government-wide.

***Customer Experience:*** Deliver a high value customer experience in everything that we do that is grounded in data-driven performance and results.

***Operational Excellence:*** Discover, implement and accelerate adoption of new technology platforms and initiatives that improve operational efficiency and effectiveness across government. Foster federal leadership in implementing solutions that are faster, cheaper, and more sustainable.

## Our Values

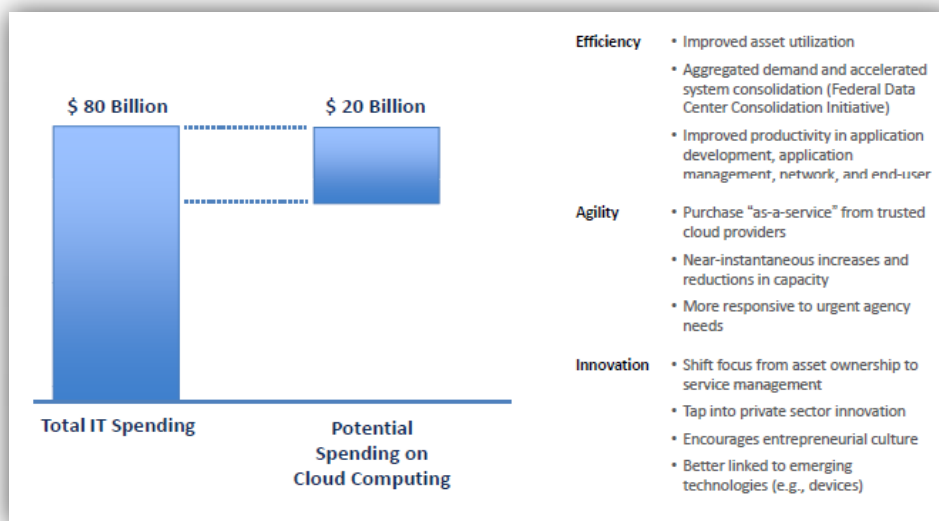


## ■ Accomplishments

### Innovative Technologies

We serve as the government-wide leader in identifying and fostering adoption of innovative new technologies that help agencies increase operational efficiency, enhance effectiveness of services to citizen, and achieve cost savings.

#### Federal Cloud Computing Initiative



Cloud computing offers an unprecedented opportunity for substantial cost savings, while increasing federal IT systems' agility, scalability, performance and sustainability.

We manage the Federal Cloud Computing Initiative (FCCI) Program Management Office (PMO), whose mission is to foster the adoption of cloud computing in government and to address obstacles to that adoption. The office works with the CIO Council, the National Institute of Standards and Technology (NIST), the Department of Defense (DoD), the Department of Homeland Security (DHS), and agencies across the government to advance cloud computing.

In coordination with GSA's Federal Acquisition Service (FAS), the FCCI PMO develops requirements and supports the establishment of competitive government-wide contract vehicles that enable agencies to acquire secure, commercially available cloud solutions for infrastructure, email, and other commodity services.

Developed requirements for the \$2.5 billion Email as a Service (EaaS) BPA that GSA awarded on August 30, 2012. The BPA includes five discrete lots that agencies can fine-tune to meet their EaaS needs.



The FCCI PMO leads several major initiatives that make it easier to adopt secure cloud computing solutions, including developing a robust, consistent; and standards-based approach to security and risk management; achieving federal data center optimization; and government-wide communications and outreach regarding the cloud and emerging IT trends.

## **FedRAMP**



The Obama Administration is pushing for widespread practical use of secure cloud computing to improve operational efficiency and effectiveness of government. Yet, federal security and privacy requirements pose some daunting challenges. Currently, most agencies conduct their own, individual security assessment and authorization for every system they acquire, leading to unnecessary expense, duplication, and inconsistency across government. The [Federal Risk and Authorization Management Program](#) (FedRAMP) substantially reduces federal security costs by creating a standard approach for conducting security assessments of cloud systems based on an accepted set of baseline security controls and consistent processes that have been vetted and agreed upon by agencies across the Federal government. The following are key program goals:

- Accelerate the adoption of secure cloud solutions through reuse of assessments and authorizations
- Increase confidence in security of cloud solutions and security assessments
- Achieve consistent security authorizations using a baseline set of agreed upon standards to be used for Cloud product approval in or outside of FedRAMP
- Ensure consistent application of existing security practices

Working closely with DHS, NIST, DoD, OMB, and the Federal CIO Council, GSA leads FedRAMP to accelerate adoption of secure cloud solutions by agencies across government. Key benefits include:



- Provides a single, consistent security risk assessment and authorization that can be leveraged across agencies – an "approve once, and use often" approach
- Establishes a common set of baseline security assessment and continuous monitoring requirements using NIST standards
- Improves real-time security visibility
- Enhances transparency between government and cloud service providers
- Certifies and makes available a list of qualified, independent third-party assessors, ensuring consistent assessment and accreditation of cloud solutions based on NIST's proven conformity assessment approach
- Shifts risk management from annual reporting to more robust continuous monitoring by moving towards detecting in real-time and mitigating persistent vulnerabilities and security incidents

### Achievements:

Agencies seeking to adopt cloud services have shown strong support and demand for FedRAMP. Its processes, policy, governance, and technical security standards have all been based on a cross-agency, consensus-based approach. Achievements include:

Savings across agencies are estimated at a 50% reduction in staffing, 75% reduction in assessment time and \$200K cost avoidance every time an agency leverages a FedRAMP ATO, far exceeding the cost of the program.

- Launched Initial Operating Capability (IOC) for FedRAMP in June 2012 to assess new guidelines and processes
- Accredited 15 Third Party Assessors (3PAO) to ensure a consistent assessment process. FedRAMP leverages a rolling application process to accredit 3PAOs (see listing at [www.fedramp.gov](http://www.fedramp.gov))
- Published baseline security controls, requirements, and documentation that has been vetted by security experts from across the government and industry
- Developed a comprehensive concept of operations, conformity assessment process, and continuous monitoring framework for Federal agencies to use

## Federal Data Center Consolidation



The Federal Data Center Consolidation Initiative is a major contributor to the achievement of IT infrastructure optimization, which is one of the Administration's top IT priorities.

Our FCCI PMO manages the government-wide Federal Data Center Consolidation Initiative (FDCCI). The FDCCI helps agencies identify their existing data center assets and create consolidation plans that include a technical roadmap and targets. The Federal Data Center Consolidation Initiative (FDCCI) is government's primary source for cross-agency collaboration regarding data center consolidation requirements, sustainable data center facility management, and other work streams necessary to enable data center optimization.

### Achievements:

- Chartered and supports a government-wide data center consolidation task force chaired by the DOI CIO that includes representatives from all 24 CFO Act agencies
- Ensures consistent data collection of the federal data center inventory by developing and disseminating standard templates to collect, manage, and analyze agency data center inventory data and provides a portal that agencies can use to enter directly information on their plans and achievements for their data center management programs
- Collaborates with industry on best practices and solutions for key data center consolidation issues
- Developed a comprehensive total cost model for agencies to use to analyze alternative consolidation scenarios and enable data-driven decision-making for infrastructure cost and performance optimization

Data Center Consolidation savings by the end of 2015 are expected to be \$3B, based on a 2011 report. Analysis of information provided in October 2012, shows that agencies plan to close 697 data centers by the end of 2013.

- Conducted an Industry Day to discuss key data center consolidation challenges and seek input on best practices and case studies that provide actionable insights to agencies. Over 120 white papers were submitted for government review, and are being studied by government professionals
- Developed an initial data center marketplace that will help best optimize infrastructure utilization across government by matching agencies with excess computing capacity with those that have immediate requirements.

## USASearch



[USASearch](#) transforms the public's search experience and saves government agencies valuable resources and money by providing hosted site search services for nearly 1,100 government websites, including on USA.gov and GobiernoUSA.gov, the U.S. government's official English- and Spanish-language web portals, respectively.

USASearch is a commercial-grade search engine that quickly delivers fast, relevant results. It displays government-centric results without the ads found in commercial search engines. USASearch provides its search services at no cost to federal, state, and local government agencies by leveraging free, commercial APIs and open source software.

### Achievements:

Over the past year, USASearch more than doubled the number of websites it supports--from 400 to 1,100 sites. Notably, six-cabinet level agencies (Commerce, Defense, Homeland Security, HUD, Interior, and Labor) now use USASearch to power their department- and agency-level websites. USASearch answered 150% more questions from the public each month than it did in the previous year--up from about 5 million to more than 12 million searches each month. USASearch launched the capability to search government Flickr, Twitter, and YouTube accounts. This enhancement improves the public's ability to find government information published on social media channels by

integrating the agencies' photos, videos, and tweets within the search results.

USASearch improved the quality of NC.gov's search results 1000-fold. Results are relevant, helpful, and reliable. Setting up the site search is easy, and the instructions for including the search box on a website are clear and easy—including search that must cross many domains. Customer service is superb. I would recommend USASearch to any government agency.

*Lois Nilsen, Web Content Manager, [NC.gov](http://NC.gov)*

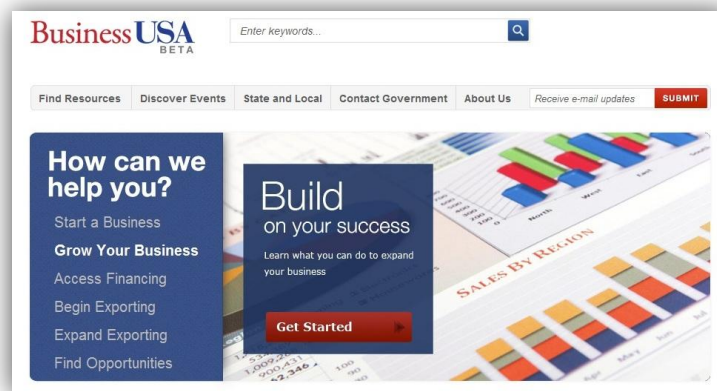
"USASearch integrated easily into our system and provided several new features. I appreciate the auto-fill and sort by source features and so do our visitors. Our analytics logs report much higher percentage of searches resulting in what the visitor was looking for."

*Mike Kruger, Director of Digital Strategy, U.S. Department of Commerce*

## Presidential Priority Initiatives

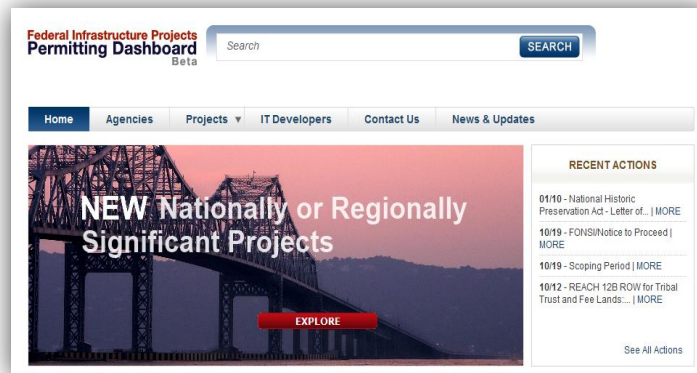
OCSIT supports an on-going series of rapid-response projects that support Executive Orders, Memorandums and other White House driven initiatives. They are designed to accelerate transparency, collaboration, and participation in government and with the public concerning key issues of national importance.

## BusinessUSA



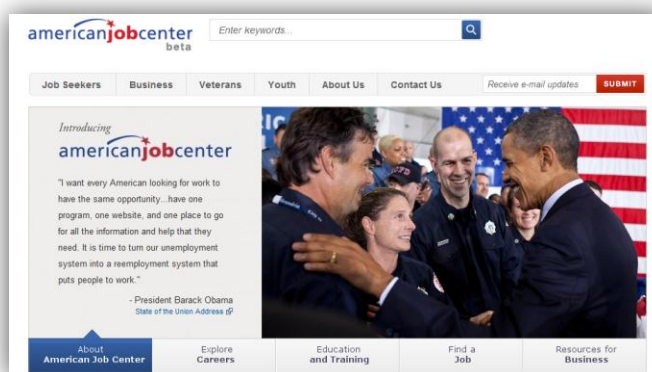
[BusinessUSA.gov](http://BusinessUSA.gov) is a collaborative effort to leverage the use of technology and sharing of agency resources. It is an online, one stop shop that makes it easier for American businesses to access the services and information they need to grow, hire and export. The site implements a “no wrong door” approach for small businesses and exporters by using technology to quickly connect businesses to the information and services relevant to them, regardless of where the information is located or which agency’s website, contact center, or office they go to for help. The Federal Citizen Information Center’s National Contact Center (1-800-FED-INFO) provides support to BusinessUSA by answering telephone inquiries and provides warm transfers to BusinessUSA partner agencies.

## Permitting: Federal Infrastructure Projects



The [Federal Infrastructure Projects Dashboard](#) brings new transparency and accountability to the multi-agency infrastructure permitting process. It creates new opportunities for collaboration among the Federal agencies involved in a nationally or regionally significant project. For the first time, projects have a space in which the Government can answer key questions about accountability, status and purposes for the permits and actions required to make these projects shovel ready.

## AmericanJobCenter



In his 2012 State of the Union Address, President Obama outlined his vision for a single, streamlined website where Americans can access information that will improve their job prospects — a resource to help turn our unemployment system into a reemployment system that puts people to work. The [American Job Center](#) website consolidates information and services from across the government – access to job retraining and education opportunities, skills and career development and counseling -- into a single online resource for both job seekers and for businesses looking to tap into the vast resource of skilled and dedicated workers around the country.



## MyGov



[MyGov](#) is one of five innovation projects launched by the White House. OSCIT selected a team of five innovators from nearly 400 applicants to serve for six months as Presidential Innovation Fellows for the MyGov project.

The MyGov Fellows are creating a prototype environment where citizens can intuitively discover, interact and engage with their government, anywhere, anytime, on the platform of their choice. It represents a dramatic shift toward intuitively accessible and personally relevant government, in which the complexity of government is abstracted into simple, consistent, and high quality online interactions that are indifferent to delivery channels.



*Steven VanRoekel, U.S. Federal Chief Information Officer*

## Digital Government and Citizen Engagement

OCSIT is an accelerator and incubator for government-wide digital services, social media and public engagement solutions. We provide agencies with practical tools and technology, research, best practices, training, policy guidance, and outreach to meet the public's expectations of being able to participate, collaborate, view and understand government activities and information, and use government services.

### Digital Government Strategy



Technology is fundamentally transforming how we conduct our business and live our daily lives. Today's mix of cloud computing, mobile devices, social media and collaboration tools is changing the consumer landscape and creating both an opportunity and a challenge for the Federal Government. Evolving expectations require the Government to be ready to deliver and receive digital information and services anytime, anywhere and on any device; safely, securely, and with fewer resources.

The [Digital Government Strategy](#) embraces the opportunity to innovate more with less, and enables the government to improve the quality and delivery of services to the American people. OCSIT worked closely with OMB to develop the Digital Government Strategy. The goals of the Digital Government Strategy are:

- Enable the American people and an increasingly mobile workforce to access high-quality digital government information and services anywhere, anytime, on any device.
- Ensure that as the government adjusts to this new digital world, we seize the opportunity to procure and manage devices, applications, and data in smart, secure and affordable ways.
- Unlock the power of government data to spur innovation across our Nation and improve the quality of services for the American people.





OCSIT is leading the coordination and management of key initiatives defined by the strategy to enable agencies across government to achieve its objectives:

- Establish a Digital Services Innovation Center to improve the government's delivery of digital services.
- Expand Data.gov to include a web Application Programming Interface (API) catalog that centrally aggregates web APIs posted on agencies' /developer pages.
- Update the dot gov domain guidance and procedures to help ensure all new digital services meet improvement guidelines and provide support to agencies.

## Digital Services Innovation Center



A [Digital Services Innovation Center](#) (Digital Center) was established in OCSIT to provide leadership, coordination and support to agencies. It is an agile, virtual center that helps identify opportunities for sharing existing solutions at agencies, serves as a catalyst for leveraging successful models, best practices and solutions and builds new solutions for government-wide use. It alleviates the burden on individual agencies, prevents duplication, and spurs innovation while providing government-wide support for the adoption of new technologies, development of better digital services, improvement of customer experience, and strengthening of governance.

The Center works with agencies to establish shared solutions and provide training, supporting and augmenting existing agency efforts. It serves as a government-wide,

cooperative initiative that draws on resources from across government and leverages the expertise of forward-leaning agencies.

The Innovation Center provides tools and guidance for measuring performance and customer satisfaction on digital services through its [Digital Analytics Program](#). It offers advanced easy Web analytics to federal agencies and is a hosted shared service.

The program has four parts:

- [Digital Metrics guidance and best practices](#)
- [Training](#)
- A no-cost, federal-wide Web analytics tool
- Implementation support for agencies to implement the tool



The Center is also currently focused on the following:

- **Identify shared and open content management system (CMS) solutions** and support implementation through training and best practices. This offers agencies an alternative to building their own platforms in isolation and enable code sharing and modular development.
- **Help agencies develop web APIs** to unlock data and services. The Center provides expert resources and other support to enable developers, entrepreneurs, and other end users to take advantage of government data and content.
- **Launch a shared mobile application development program**, in conjunction with the Federal CIO Council, the Center is working to identify shared resources to help agencies make information and services available on any device at any time.

Ultimately, this Strategy will ensure that agencies use emerging technologies to serve the public as effectively as possible. As a Government, and as a trusted provider of services, we must never forget who our customers are—the American people.

— President Barack Obama  
05/23/2012



## Mobile PMO

The widespread use of mobile technology and devices has signaled the public's changing needs and expectations — people expect to be able to access information and services anytime, anywhere and on any device.



“Mobile Gov” is driven by:

- Widespread use of mobile devices
- Opportunities to use mobile to improve the efficiency of government service delivery
- Innovations in mobile that can propel new government services/service delivery
- Improved transparency through increased access to government data and information

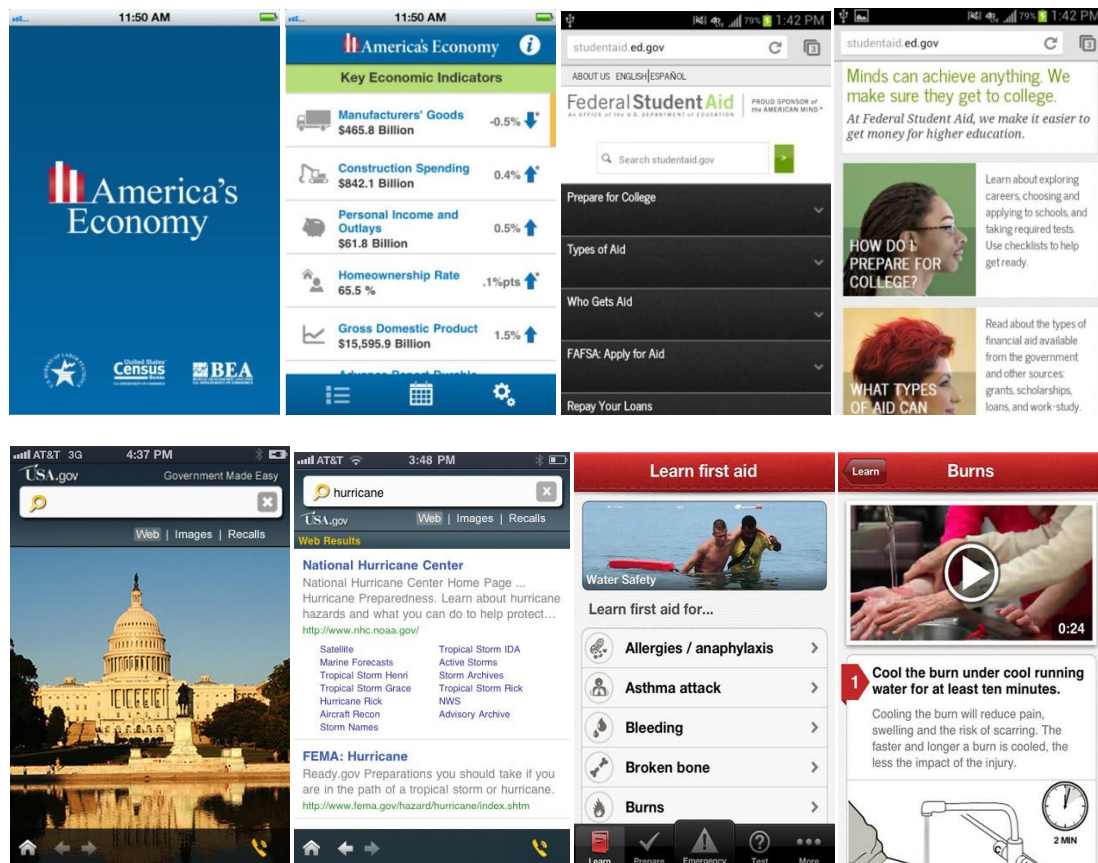
The [Mobile Program Management Office](#) has greatly increased the visibility of mobile. It is helping federal agencies develop a citizen-centered path to mobile government by focusing on policies, practices, partnerships across government and industry, applications and tools, and outreach.

### Achievements:

- Built a community-generated and edited [Mobile Gov Wiki](#) as a toolkit for agencies to use in developing and implementing their mobile strategies for citizen-centric government services and information with over 150 articles.
- Hosted 11 Wikithons to build community and encourage agencies to share and learn, speeding product development and increasing government efficiency.
- Helped people across government gain practical information and insights into mobile through nine mobile webinars—including a series on developing apps for specific phones
- Accelerated mobile efforts and thinking with 20 agencies at the Mobile Gov Unconference
- Amplify and foster Mobile Gov among the 50 agencies participating in the Mobile Gov Community of Practice. The CoP was instrumental in development of the Federal Digital Strategy
- Distributed information on trends and government mobile practices through 129 Mobile Gov Blog posts to 14,000 subscribers
- Spread Mobile Gov info and build government capacity by showcasing mobile innovators across government via events, media and demonstrations
- Accelerated agency mobile development through expert sharing

Working with the mobile PMO, the Department of Education's Federal Student Aid Office was able to accelerate their responsive design website by more than 6 months.

These efforts have significantly increased visibility and implementation of Mobile Gov. The [USA.gov Apps Gallery](#) now includes over 135 mobile applications; agencies contact the MobileGov Program Management Office weekly regarding mobile projects they are considering or updating.



Examples of Mobile Apps that can be found at [www.apps.usa.gov](http://www.apps.usa.gov)



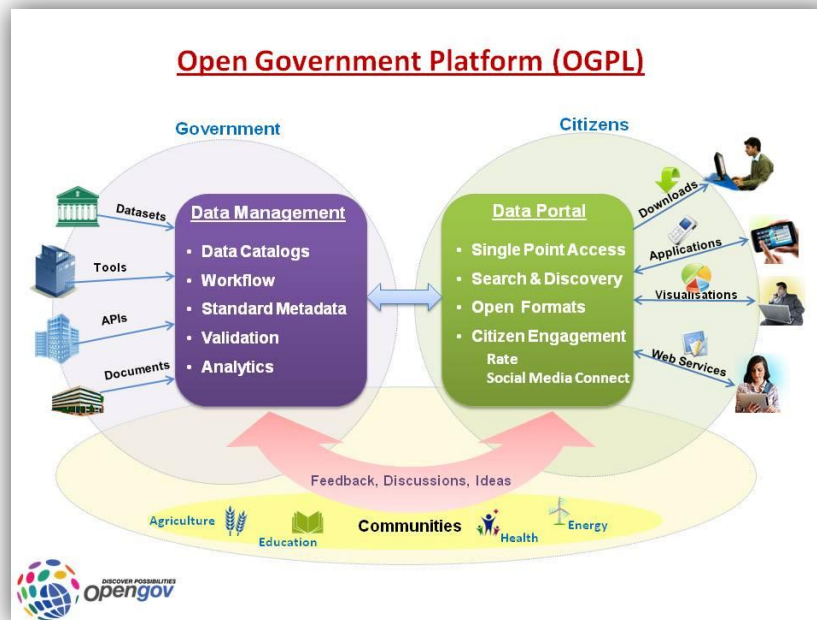


America's public data is a national asset with tremendous potential value for spurring innovation, enhancing understanding, and improving the quality of services for the American people. Over the past year, [Data.gov](http://Data.gov) has continued to break new ground in unlocking the power of public data to promote information sharing and collaboration, encourage entrepreneurship, and expand government transparency around the world. OCSIT is the executive lead and project manager for this flagship open government program, which has made high-value, machine-readable public data sets available in one place for the first time. This fundamental breakthrough in how data is shared has spread to 34 countries around the world as other countries follow Data.gov's lead. The data on Data.gov shows up in smart phone apps, web sites, and information that lets people buy smarter, use energy more efficiently, and travel more safely each day.

### Achievements:

In March, Data.gov launched an open platform for sharing public data, a milestone in open government development. A joint effort by the United States and India, the [Open Government Platform \(OGPL\)](#) will help governments enhance access and use of public data to foster innovation, improve delivery of services at all levels of government, and promote government transparency and accountability as well as public participation. OGPL combines and expands the best features of the U.S. "Data.gov" and India's "India.gov.in" sites, and is being offered to other governments around the world at no cost and without intellectual property constraints. Based on Drupal, the core software includes a data management system, web site, and social networking community support. OGPL also includes documentation to help governments create their national data sharing, privacy, and security policies. The full package, in early release, is

available via a new web portal for download, comments, and open source development. The first pilot implementations are planned for Rwanda, Ghana and Canada in the coming year. As the project has progressed, OGPL has become an example of a new era of diplomatic collaboration that benefits the global community.



Data.gov is also connecting data users and producers through its topic-based [communities](#), which have become gathering spots for those with shared interests. In addition to bringing data to life through online discussions and blogs from experts across the federal government and academia, these communities have engaged citizens in data jams and datapaloozas to inspire entrepreneurship, develop new applications, and create jobs, all while rigorously protecting personal, proprietary, and national security information.

This year, Data.gov launched [Business](#), [Developers](#), [Education](#), [Ethics](#), [Manufacturing](#), [Ocean](#), [Safety](#) and [Sustainable Supply Chain](#) communities. Six Data.gov communities – [Education](#), [Health](#), [Law](#), [Energy](#), [Safety](#), and Research – are identified in the U.S. National Action Plan to stimulate innovation as part of the international Open Government Partnership. Data.gov expanded its reach beyond federal data by launching its [Cities](#) community this year and will go live with Counties and States communities by year's end.

In September, the Safety community's datapalooza brought together people who used the data to save lives with such apps as PulsePoint from the San Ramon Fire Protection District, a mobile app that allows CPR-trained volunteers to be notified if someone nearby is in need of emergency assistance.

As part of the U.S. Chief Information Officer’s Digital Strategy, Data.gov will expand to include a catalog of APIs automatically aggregated from federal agencies. This centralized, interactive catalog will be a giant step forward in helping all those interested take advantage of the many opportunities contained in free public data – from academics, developers and others to federal agencies themselves, lowering costs and reducing duplication. To further enhance publishing, sharing, finding and using the data, Data.gov will incorporate CKAN (Comprehensive Knowledge Archive Network), a powerful open-source data management system developed by the nonprofit Open Knowledge Foundation.

## Challenge.gov



[Challenge.gov](http://Challenge.gov) is the government-wide platform where federal agencies can host competitions and engage the public in submitting solutions. By connecting “seekers” and “solvers,” Challenge.gov makes it easier and quicker to find innovative solutions to some of government’s most pressing problems. It is the centerpiece of the [President’s Strategy for American Innovation](#) and is driven by the America Competes Act, which gives agencies broad authority to conduct prizes and competitions.

Challenge.gov allows citizens to view challenges and prizes from across government and actively participate by submitting solutions, voting on solutions, supporting a particular challenge, or sharing information among different communities.

GSA has saved agencies significant time and resources by providing a central no-cost, policy-compliant solution for hosting challenges, avoiding the need for agencies to build or acquire their own redundant challenge platforms.

Through Challenge.gov, OCSIT has spurred unprecedented government innovation and creativity. Using challenges and prizes has numerous benefits, such as:



- new opportunities are opened for agencies to access expertise beyond traditional networks
- agencies only pay for results if a solution meets the winning criteria
- individual solvers reap the social rewards of being recognized as “winners,” generating much higher levels of public engagement and awareness of key agency mission objectives than a traditional procurement process ever could

### Achievements:

Within its first two years, Challenge.gov posted 212 challenges from 48 federal agencies, and agencies awarded more than \$34 million in prize money.

Challenge.gov saves agencies considerable time and money by providing a platform that already complies with federal requirements, including privacy, security, the Paperwork Reduction Act, and access for people with disabilities.

Challenge.gov has been visited over 2.5 million times by people from 216 countries and territories—nearly every country around the globe. In the United States, the 2.15 million visits came from more than 10,000 cities, reflecting broad interest and demonstrating our commitment to tap into the creativity of those outside government. At least 2,000 people a month sign up as Challenge “followers” on the platform. These individuals opt-in to email updates on challenges of interest to them – indicating a high level of engagement that’s a step above simply visiting the site.

In addition, we’ve trained over 600 federal employees in how to effectively conduct challenges and to think strategically about how challenges can help solve their top business problems. We developed and updated best practices and checklists on the Challenges and Prizes channel of [HowTo.gov](#) and created engaging videos that showcase how agencies have successfully implemented challenges.

“This past April we announced winners for our DOL Equal Pay App Challenge, also launched on Challenge.gov. We truly enjoy using your platform and continue to receive quality applications from our contestants.”

*Xavier Hughes, Chief Innovation Officer, U.S. Department of Labor*

“We were all blown away by how many submissions we received - which I can definitely attribute to the ease of using Challenge.gov, both as a participant and a challenge moderator. Having the technology set up allowed us to focus on promoting the challenge and communicating with participants.”

*Stephen Morris  
Office of Communications and Public Liaison  
U.S. Small Business Administration*

Below are examples of how Challenge.gov has supported agencies in their innovation efforts and reaped significant cost savings and efficiency:



[MyMoneyAppUp Challenge](#) –The Department of Treasury challenged the public to design mobile apps to help Americans shape their financial future. The agency received 317 ideas from citizens in the Idea phase of the MyMoneyAppUp Challenge. In the second phase, developers were challenged to turn the ideas into

working mobile apps. Of 99 contestants, five winners shared \$25,000 in prize money; it would have cost an estimated \$200,000 to develop the apps through a typical procurement process.



[Humanitarian Assistance and Disaster Relief Challenge](#) The Department of Defense challenged the public to design a kit to be used in Humanitarian Assistance and Disaster relief situations. The kit needed to weigh less than 500 pounds and provide reliable power from primarily renewable sources, potable water from local sources, and local and global communications to transmit and receive voice, data and images. DOD received 7 submissions, and ultimately awarded a \$10,000 prize.

## Collaboration Across Governments, Best Practices and Training

We facilitate the adoption of collaborative technologies to enhance citizen engagement, increase operational efficiency, and deliver quality services government-wide. We foster sharing of best practices and proven solutions across federal, state, local and international governments.

### Social Media



The use of [social media](#) has exploded across government. We help federal agencies stay ahead of the curve and stand at the forefront of using social technologies to improve citizen services and achieve cost savings. We share expertise and best practices for developing and implementing social media strategies and addressing legal and policy issues related to social media.

In addition, we have greatly expanded our own use of social media channels as part of our outreach and public engagement efforts. Social media is reaching our customers at a rate that is orders of magnitude higher than traditional communications channels.

We interacted with citizens 202 million times using new media this year, a 305% increase from last year.

### Achievements:

- OCSIT's Center for Excellence in Digital Government uses the @GovNewMedia Twitter account to share trends and activities in new media across government. Through @GovNewMedia, we saw a 388% increase in retweets, 236% increase in replies and 261% increase in mentions as a result of directly answering agency questions and engaging with dozens of communities of practice. Combined with weekly virtual office hours on Google Hangout, the Center for Excellence continues to help agencies use digital services to improve overall customer experience.

- OCSIT launched a [Federal-wide Social Media Community of Practice](#), uniting more than seventy Federal agencies from all mission areas of government. OCSIT supports the community through regularly scheduled live events and training, a listserv, best practices on HowTo.gov, and a 12-agency working group on federal social media performance metrics.
- OCSIT launched the [Federal Social Media Registry](#), an open-source repository for all official federal social media accounts. The registry gives the public an easy way to verify the validity of government accounts for over 20 frequently used social media tools including Facebook, Twitter, and YouTube. More than 80 agencies and offices registered 2,137 accounts in the registry this year. GSA developed the tool as open source and has made the data available to developers as an API, which will facilitate deeper analysis of the federal social media landscape.

## **Social Media Federal Terms of Service**

In FY12 agencies signed 728 [terms of service agreements](#) with 58 social media providers this year. GSA negotiated new or updated agreements with providers such as Foursquare, Google Plus, Storify, and Tumblr. The social media tools available to agencies represent everything from large-scale social networks such as Facebook, Twitter and Google+, to open source development platforms, to mapping and data visualization applications. This year, we worked with social media providers to significantly streamline the TOS process, including negotiating online “click through” agreements. This will save agencies significant time over the previous manual, paper-based process.

We continued to lead a coalition of federal agencies to work on terms of service agreements with a broad range of social media providers that offer free services to users. These standard agreements address issues that were previously seen as barriers to adopting social media applications, including complying with federal laws and regulations. Agencies can now use various social media sites without having to start from scratch negotiating special terms of service. These agreements have paved the way for broader adoption of free social media tools that greatly expand government’s ability to effectively deliver information to the public at little or no cost to taxpayers.

## HowTo.gov



[HowTo.gov](http://HowTo.gov) serves as the authoritative source of requirements and best practices for managing federal digital services and customer service channels, including websites, social media, mobile, contact centers, and challenges and prizes..

HowTo.gov provides guidance, training, best practices and shared tools to thousands of federal, state, and local government professionals to improve the customer experience with government online. It provides exceptional value to agencies in delivering these resources in a practical, “how to” format, and avoids the need for agencies to develop their own platform.

### Achievements:

The focus in FY12 was to expand content to support the Digital Government Strategy and improve the agility and usability of the site. Specific accomplishments include:

- Updated content and design to improve usability, based on user testing.
- Added new channels to help visitors more easily find top content on mobile, training, and challenges and prizes.
- Helped agencies comply with the Digital Government Strategy and .gov Reform by publishing guidance on agency requirements and milestones.

45 agencies regularly use HowTo.gov to better manage their websites, call centers, and other customer channels. It would cost agencies and estimated \$22.5M to develop and maintain an equivalent repository of best practices for their agency.

- Implemented simpler customer satisfaction survey tools to better measure effectiveness and gather more actionable feedback.
- Saved nearly \$6,000 annually by migrating collaboration functionality to the OMB MAX wiki. The new platform will support cross-agency sharing for nine Communities of Practice, including communities for accessibility, metrics, usability, multilingual content, search, and social media.
- Adopted an agile development process and streamlined our publishing process, instituting monthly code releases to support ongoing improvements to site operations and functionality and enabling us to publish content quicker.
- Total visits to HowTo.gov increased 15% over FY11.

## Digital Gov University (DGU)



[DigitalGov University](#) serves as the federal government's flagship training program for all areas of digital media and citizen engagement, including web management, social media, mobile, challenges and prizes, emerging technologies, and contact centers. The program's goal is to build agencies' capacity to deliver an outstanding and innovative customer experience via multiple digital channels. The program continues to improve the knowledge of digital government best practices among thousands of government workers each year.

The multidisciplinary curriculum addresses the broad range of skills that agencies need to manage their digital media and citizen engagement efforts, such as:

- Customer service principles and techniques
- Web management
- Mobile
- Content strategy and plain language
- User experience, design, and accessibility
- IT and emerging technology
- Search engine optimization
- Social media and citizen engagement
- Challenges, prizes and innovations
- Contact center management



DigitalGov University saves agencies significant time and money by providing high quality, cost effective training. The program provides a curriculum that is targeted to a federal audience and peer-to-peer learning that facilitates cross-agency

collaboration and sharing of best practices. The program focuses on delivering hands-on, practical skills that government professionals can immediately apply to their work.

### Achievements:

During FY12, DigitalGov University hosted 107 training events and trained almost 14,000 attendees from nearly 100 federal, state, and local agencies across the country. This represents an increase in attendance of 22% over FY11. Student satisfaction ratings were high, with an average of at least 4.3 out of 5, and nearly one-third of attendees rating their class 5 out of 5.

“This was the best training I’ve taken in years. I got my questions answered, sure. But the instructor inspired me to see this whole field as a morning dewy with possibilities. That’s so inspiring.”

*DGU Student*

DigitalGov University continues to build on its success, expand its offerings, and ensure a high caliber of faculty from around the world. OCSIT will continue to market the program to thousands of potential new participants from other disciplines, such as senior executives, program managers, public affairs officers, technology specialists, financial experts, and legal staff.

### First Fridays Usability Program



Our [First Fridays Usability Program](#) celebrated its second year of providing usability demonstrations, education, and awareness campaigns for dozens of federal agencies. The core of the program is two monthly tests to find and fix usability problems on a wide variety of federal websites, intranets, applications, mobile sites, prototypes and databases.

In addition, the program serves an important need to train agencies in how to conduct their own usability testing. It opens its tests to observers from other agencies, and trains employees at both GSA and other agencies about the various elements of a running an effective usability test.



## Achievements:

FY12 was a year of tremendous growth and innovation. First Fridays tested 26 products, a 61% increase over FY11. This included high-impact sites like Army.mil, IRS.gov, DOT.gov, NASA's mobile site, OMB's MAX wiki, and twelve GSA products. The program hosted more than 450 participants and observers from over 20 agencies and from all major program offices in GSA. Three graduates from its training program went back to their home agencies (GAO, DOT and NSF) and created internal usability testing programs.

Making quick improvements to dozens of federal sites will benefit millions of people who use these sites every year. By providing demonstration services and teaching agencies how to conduct their own testing, the program has saved taxpayers more than \$1.4 million to date. This figure doesn't take into account the significant savings usability tests also provide by avoiding expensive redesigns and other development costs.

The program has reached a level of popularity where it now has a waiting list. To accommodate the increase in requests for usability services, a number of new usability services were created, including:

- "Hallway" Quick Tests held in public places
- Navigation Evaluations
- Expert and Heuristic Evaluations

The usability testing we did through First Fridays led directly to many of the changes you will see on the site...including a new article format to help people scan articles easily and an article table of contents that lets people skip right to the information they need."

*Nicole Vincent, Consumer Education Specialist, Federal Trade Commission*

"The most beneficial aspect was getting an on-site view of a user navigating my agency's site. It was enlightening, and added more validity and credibility to usability recommendations."

*Patricia Downs, Deputy Director for the Online and Social Media Division, U.S. Army*



## USA Contact



The [USA Contact](#) contract vehicle provides federal agencies with a cost-saving approach to contract for contact center services. USA Contact provides agencies an indefinite-delivery, indefinite-quantity (IDIQ) contract vehicle to quickly acquire a broad range of contact center services from a choice of nine pre-qualified companies. Agencies are not charged to use the contract. Through USA Contact, we ensure ready access to government information and services, helping agencies provide timely, consistent, and accurate responses to public inquiries. OCSIT also developed a cost calculator to allow agencies to better estimate costs of various contact center services before procuring them.

### Achievements:

In 2012, OCSIT awarded 4 task orders with an estimated value over five years of \$515 million. This vehicle has been used to establish contact centers and for quick augmentation to meet surges in demand in times of emergency and natural disasters.

The government saved approximately \$11.2M in FY12 by having agencies use USA Contact for contact center services, rather than each agency standing up their own contact center via other contract mechanisms.

USA Contact customers reported high satisfaction with USA Contact vendors and services, with an overall satisfaction rate of 95.2%.

### Government Contact Center Council

GSA's OCSIT created and co-leads the [Government Contact Center Council](#) (G3C), a growing community of practice consisting of federal contact center professionals who meet monthly to share industry and government best practices in contact center

management, customer service, emerging technologies, and other pertinent topics. Members participate in monthly educational forums, collaborate on subcommittees addressing important topics related to contact centers and customer service, and collaborate during national emergencies.

### Achievements:

The Government Contact Center Council membership increased by 30% in FY12 with 197 members overall from 32 federal agencies, 50 subagencies, and 4 state and local government agencies. G3C conducted seven training sessions in FY12. G3C's second annual Government Contact Center Workshop attracted approximately 100 participants who rated the workshop 4.5 out of a possible score of 5.

### International Collaboration

OCSIT has led the way in fostering intergovernmental collaboration among all levels of government and, notably, across national boundaries. We are at the heart of many international cross-government communities, sponsoring international pilot projects and providing a productive forum for exchanging information, ideas and insights as a trusted catalyst for exploration of innovations in government. This was a particularly productive year for OCSIT's Global Government Innovation Network. We successfully completed two multinational information-sharing projects and launched several others.

**North American Day:** OCSIT hosted the 12<sup>th</sup> annual North American Day in Williamsburg, VA in August. National CIOs from Mexico, Canada and the United States met there for two days to discuss innovative ways to build a robust Digital Government. Highlights of the meeting were demonstrations of a new framework that will enable the three countries to share public-health alerts and stolen-vehicle data rapidly and reliably across national boundaries, to better control health emergencies and criminal activities. Trilateral project teams worked together all year to build these international information-sharing systems.



**U.S./Canada Bilateral Meetings:** The leaders of GSA and its Canadian counterpart, Public Works and Government Services Canada (PWGSC), meet regularly to discuss common concerns. Bilateral workgroups collaborate on action items to solve difficult problems both countries face, such as sustainability, and the two countries are working closely on complex procurement issues. When PWGSC spun off its IT Branch to create a new agency, Shared Services Canada, we shared with its leaders GSA's experience with cloud computing, moving e-mail to the cloud, and data center consolidation. In addition, OCSIT continues to provide a conduit for communications with Shared Services Canada, as it confronts a major national consolidation of IT services for government agencies.

**5-Nations CIO Council:** OCSIT has convened the CIOs of the United States, the United Kingdom, Canada, Australia, and New Zealand in quarterly meetings since 2006 to discuss common, high priority government IT-related interests and challenges. This group addresses public-sector problems through open and productive conversations with their counterparts from other countries. Discussions in 2012 were conducted by videoconference and focused on End-User Device (i.e., BYOD) strategies, Big Data, and Digital Government Strategies.



## Citizen Services

For more than 40 years, we have been providing information from and about the federal government to the public. As technology and people have changed over the years, we have changed with them, and lead the way within the government in serving Americans with the information they need--when, where and how they want to receive it. Our close tie with federal agencies to help them provide services to citizens benefits all Americans who need and deserve a responsive, fully accessible experience every time they connect with their government.

In FY12, our channels achieved 540 million citizen touchpoints, a 98% increase over FY 11. A “Citizen Touchpoint” is a direct supply of federal information to a citizen as a result of someone using an OCSIT-provided service. It includes using USA.gov, Data.gov, Challenge.gov and our other websites; answering citizen inquiries through automated and assisted telephone contacts (including 1-800-FED-INFO), email, web chat, and search results; publications distributed or electronically viewed; subscriber emailings; a variety of social media interactions; and more.

### USA.gov



“Government Made Easy” is both the tagline and the goal at the heart of [USA.gov](https://www.usa.gov). As the U.S. government's official web portal, the site makes it easy for people to find the government programs, benefits and services they need to help make their lives better. People enthusiastically interact with USA.gov through social media, websites, polls, blogs, surveys, user tests, focus groups, and day-to-day feedback by email, phone and web chat. Using the public feedback from these interactions, USA.gov is constantly evaluating and transforming the way it serves the public. And it's connecting with citizens increasingly in the social media realm, as people turn to USA.gov's informative

blog, or share their thoughts or ask a question on its Facebook page or respond to its Twitter feed and receive a timely and specific reply.

### Achievements:

Responding to citizen needs, USA.gov continues to increase its selection of mobile apps, public polls, user-generated comments, text messaging, electronic readers, crowdsourced data, and social media activity on Facebook, Twitter, YouTube, Tumblr, Scribd, and Flickr. These improvements encourage the public to interact with us wherever they are, and have resulted in over 50 million visits to USA.gov, 40,000 poll responses and about 700 visitor comments.

USA.gov's social media presence continues to grow, with more than 23,000 blog followers, 46,000 people who like our Facebook page, and almost 110,000 Twitter followers. With messages going out to these audiences multiple times a day, social media has become the most flexible and proactive way for USA.gov to reach our audience with timely information they can use to make decisions or get help with problems in a way convenient to them. And the public can interact with government, asking their questions via social media.

During FY12 USA.gov and GobiernoUSA.gov incorporated videos, tweets, mobile apps and FAQs into search results pages. The enhanced content gives the millions of customers searching for government information a greater depth and variety of search results to choose from.

USA.gov consolidated the APIs we created into one web [developer resource page](#) on USA.gov to make it easy for developers to find and use the APIs we produce, including the new Go.USA.gov API. Almost 8,000 government employees use the Go.USA.gov service to create short, authoritative URLs. The API expands the service to offer additional functionality and metrics of data usage.

"The USA.gov Website is the most informative website. Without any doubt, it is very helpful in giving facts about events, information, and people in and around the US government. I do not have to go to multiple websites, watch TV and read newspapers to get real information and facts about our government. I hope a lot of people will learn about the USA.gov website because it is really good to have something like this to go to for getting knowledge about this country."

*USA.gov User*



## GobiernoUSA.gov

To serve the growing Spanish-speaking population in the United States as documented by the 2010 U.S. Census, OCSIT has continued to add new features and capabilities to [GobiernoUSA.gov](http://GobiernoUSA.gov), the U.S. government's official web portal in Spanish.



### Achievements:

GobiernoUSA.gov's social media reach through Facebook, Twitter and YouTube increased by 700% in FY12.

Helping fuel that incredible social media growth, in FY12 GobiernoUSA.gov began syndicating bilingual content focused on Hispanics. This content was featured on sites such as Yahoo.com's homepage, Reuters.com, Marketwatch, and other major English portals, as well as Hispanic websites such as MSN Latino, the Huffington Post's HuffPost Voces (formerly AOL Latino), Fox News Latino, and Univision. Together, this syndicated content has received over 6,000 placements online with an estimated value of over \$15 million.

In collaboration with the U.S. Citizenship and Immigration Services, GobiernoUSA.gov produced and released the video: "Law Grants Automatic Citizenship to Some Children Born Abroad," which was featured on major Spanish-language websites, including the homepages of Univision.com, HuffPost Voces, and Fox News Latino. GobiernoUSA.gov partnered with the Department of Housing and Urban Development, the Federal Trade Commission and the Social Security Administration to hold live social media chats to answer the public's questions online and on the spot. During these chats, 67 questions were answered with a reach of 650,000 people.

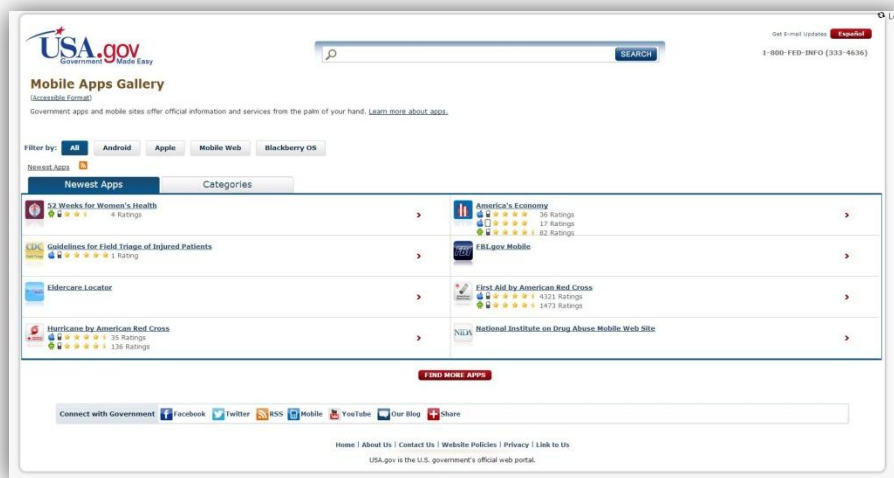
"This is a very valuable site for us. It is a wonderful government initiative that informs us and allows us to enjoy the benefits that we are sometimes not aware of. This is great help, hooray for our government!"

*GobiernoUSA.gov User*



## Mobile Apps Gallery

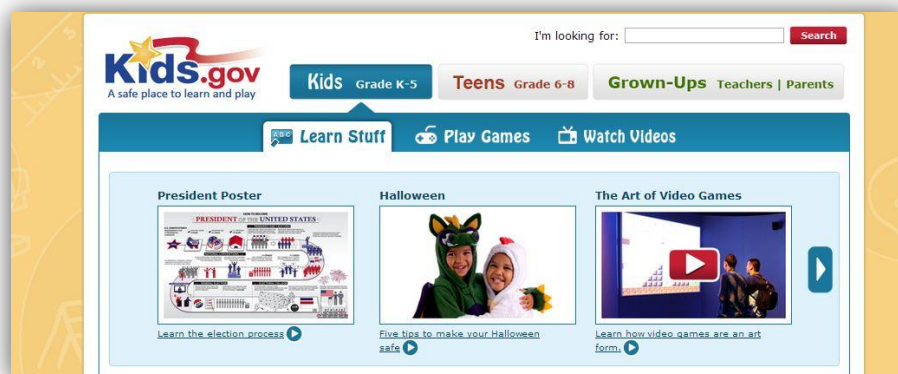
By broadening their collection of mobile apps and adopting cutting-edge design, USA.gov and GobiernoUSA.gov are succeeding in making government more convenient and accessible to the growing millions of people searching for information and services by mobile devices.



### Achievements:

In April 2012, USA.gov and GobiernoUSA.gov relaunched their [mobile apps galleries](#), featuring 135 free apps and mobile sites from various federal agencies. The new, responsive design leverages adjustable layouts, scalable images and fluid widths, which allow users to quickly find apps and mobile sites via their preferred point of contact--any smartphone, tablet or operating system. The design also presents device-specific apps for Blackberry, Android, iPhone, and iPad users. All users can browse mobile sites, regardless of the device from which they are accessing the gallery. GSA is one of the first federal agencies to build in responsive design and customize content based on user device.

The new responsive design strictly adheres to Section 508 obligations, is future ready for the next generation of devices and was developed on top of a Rest API, so that it can be leveraged by other agencies and projects. Using the API as the foundation, it's a "build once, use many times" approach to offering government-wide services that saves the government millions. Since it began last year, the gallery has received more than 1.4 million visits and was featured by prominent media outlets including USA Today, National Public Radio, the Detroit Free Press, Consumerist.com, Yahoo Buzz, CNN, and the New York Times.

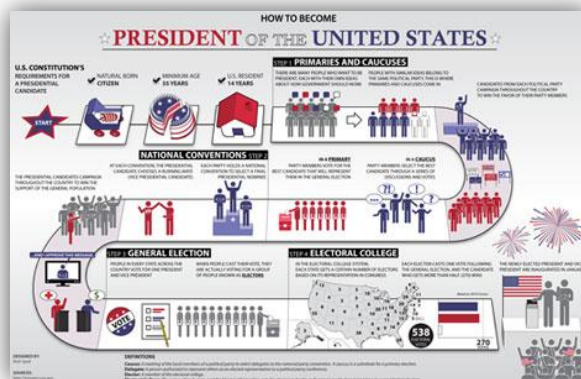


The official kids' portal for the U.S. government, [Kids.gov](http://Kids.gov) aggregates and links to over 2,000 web pages from government agencies, schools, and educational organizations. The content is geared to the learning level and interest of three audiences: Grades K-5, Grades 6-8, and teachers and parents. Each audience can choose from a variety of subjects, from art, history and online safety to health, money, and science.

### Achievements:

In June 2012, based on user research and input, Kids.gov was relaunched with a new, easy-to-navigate design. The kids and teens sections now feature dedicated areas for learning, games and videos. The “grown-ups” section features new dedicated areas for activities, lesson plans and tips for parents. Kids.gov produced seven new videos in FY12, most of which were part of a series featuring fascinating government careers. Topics included coverage of the Space Shuttle Discovery’s last flight over the National Mall and the most popular video of the year: a visit to the Bureau of Engraving and Printing to learn about money.

The “How Do I Become President of the U.S.?” poster created in 2010 in cooperation with Challenge.gov was very popular in this election year, especially among schools. Additional print runs were done through successful partnerships with the Williamsburg Foundation, the U.S. Government Printing Office, and the League of Women Voters.



## The National Contact Center

The [National Contact Center](#) (NCC) responds to public inquiries in English about government agencies, programs, and services via telephone, email, and web chat and in Spanish on its telephone and email channels.

The NCC answers general government inquiries via 1-800-FED-INFO from 8:00am – 8:00pm eastern time, and provides additional information to the public for the Department of State’s Overseas Citizens Services, the Department of the Interior’s Fish and Wildlife Service, the Department of Health and Human Services’ Food and Drug Administration, the Department of Commerce and Small Business Administration interagency initiative Business.USA.gov, and the Federal Citizen Information Center’s publication ordering service. The NCC responds to email inquiries on USA.gov and GobiernoUSA.gov, as well as GSA.gov and Kids.gov, the Department of Labor’s Benefits.gov and GovLoans.gov.

To provide consistent and accurate information to the public, the National Contact Center maintains a comprehensive knowledgebase of answers to 2,210 English and 77 Spanish frequently asked questions (FAQs) about the government and its services. These answers are accessed by the public on [Answers.USA.gov](#) and [Respuestas.GobiernoUSA.gov](#) and used by our contact center agents to respond to public inquiries via phone, email and web chat.

“I am so glad that I finally found this. I have had so many questions for so long; things arise almost daily that I would love to ask.

*NCC User via Webchat*

The NCC is well known for its ability to partner with agencies during emergencies. Within minutes of earthquakes, terrorist attacks, hurricanes, and other crises, the National Contact Center provides 24/7 services to the public seeking help or providing information to the government. The NCC regularly provide 24/7 service for the Food and Drug Administration.

### Achievements:

In FY12, the National Contact Center answered nearly one million inquiries from the public by phone, email and web chat, and nearly seven million inquiries by providing self-service answers via the FAQs at Answers.USA.gov.

The content of Answers.USA.gov and Respuestas.GobiernoUSA.gov underwent a major revision, focusing on improving the customer experience by adding video and graphics content and simplifying language.

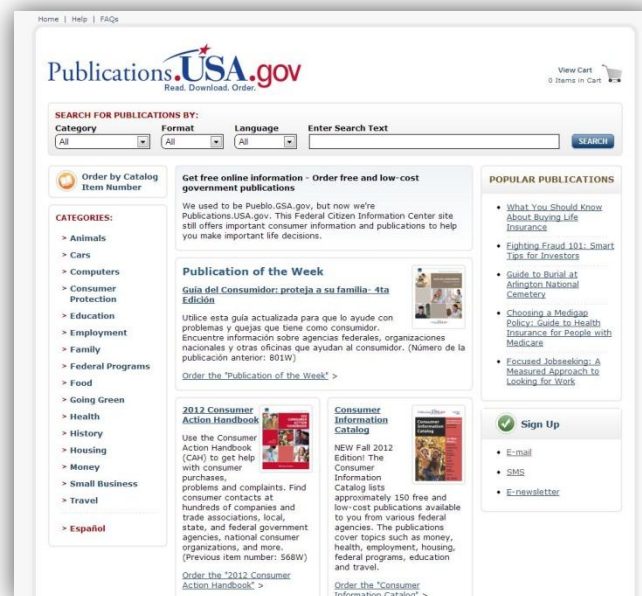
The NCC implemented a new quality assurance (QA) plan in 2012 to improve the public's experience when they interact with the NCC. NCC analyzed customer feedback from all of its channels and integrated the findings into the quality improvement process. The new QA process consists of a complete revision of the quality assurance tools, definitions and standards for telephone calls, email and web chat interactions.

NCC supported the launch of Business.USA.gov in February 2012 by providing interactive voice response support and answering business-related calls at 1-800-FED-INFO. We collaborated with six agencies and updated content in over 90 business-related FAQs in Answers.USA.gov to ensure people inquiring received consistent information.

In February 2012, the NCC began to work with the Food and Drug Administration to answer drug emergency calls outside FDA's regular business hours to provide ongoing 24/7 coverage for the public to contact FSA regarding drug emergencies.

## Consumer Publications

The [Federal Citizen Information Center](#) works to increase consumers' access to the trustworthy information found in federal agency publications, online and in print. We distribute millions of publications each year by web, e-reader and hard copy to give the public valuable information on consumer problems, government benefits and services, home mortgages, health, managing finances, retirement, consumer protection from fraud and scams, and identity theft.



## Achievements:

In FY12, we celebrated the first anniversary of the launch of [Publications.USA.gov](http://Publications.USA.gov). This online bookstore now includes nearly 850 consumer publications in English and Spanish available for viewing and downloading in a variety of online formats. In FY12 over 2 million publications were either viewed in HTML or downloaded in PDF and ePub formats from Publications.USA.gov and the online social media library Scribd, a 48% increase in digital distribution over FY11.

Promoting publication downloads over ordering printed copies not only promotes sustainability but has also saved the government over \$3 million in printing costs avoidance.

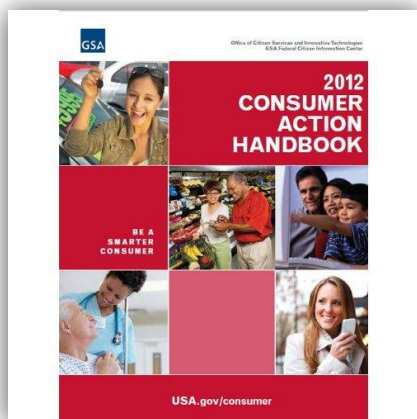
To support expanding consumer use of mobile devices such as tablets, smartphones, and e-readers, we continue digitizing our and other agencies' print publications to ePub and Mobi e-formats.

To reach those in underserved communities without ready internet access, we continue to promote awareness of the availability of print publications through our distribution facility in Pueblo, Colorado and provide cost-effective warehousing and distribution services to other agencies. For our largest partner agency, the Federal Trade Commission, we distributed nearly 10.5 million publications dealing with consumer protection tips and issues and look forward to providing services to our newest partner, the Consumer Financial Protection Bureau. Publication distribution through Pueblo was over 27 million copies in FY12.

“As a Credit and Housing Counselor working for a non-profit organization I am always working with very-low to low income families and it is important to provide our clients with the most current and accurate information available. The information that your agency provides is a tremendous value and of great importance for our families especially because we know that it comes from a trusted source. Thank you very much for all of your help.”

*Enrique L.*

## Consumer Action Handbook



Published by OCSIT, the [Consumer Action Handbook](#) is one of the most popular government consumer publications. It and its Spanish counterpart, the [Guía del Consumidor](#), help consumers make smart online and offline shopping decisions, avoid scams, contact corporate, local and state consumer officials, and learn to write a complaint letter that gets results.

### Achievements:

In FY12, we developed, printed, and released new editions of the Consumer Action Handbook and the Guía del Consumidor. Building on the strength of the USA.gov brand, the new print designs mirror corresponding USA.gov and GobiernoUSA.gov consumer sections and refer to additional online resources to extend the helpfulness of OCSIT's family of citizen-facing services while helping keep the publications' page count and printing costs down.

Consumers requested more than 366,000 copies of the Handbook and more than 90,000 copies of the Guía.

The Handbook and its content received excellent media exposure in FY12, especially for its section on social media wills (similar to a living will, it outlines for loved ones what a person would like done with their social media accounts after their death). Since social media will guidance did not exist elsewhere, GSA developed this consumer guidance for the Handbook. It was re-released on the USA.gov blog and was picked up by top blogs and media outlets including New York Daily News, The Atlantic, Huffington Post, Yahoo, Mashable, The Consumerist, London's Globe and Mail, and Lifehacker.



## Citizen Outreach

GSA's Federal Citizen Information Center is congressionally mandated to provide a wealth of government information to the public. Letting people know about the information through OCSIT's citizen outreach efforts is part of achieving that mission. We conduct outreach through many channels to reach the wide variety of audiences that make up the American public.

## Consumer Information Catalog and Publication Promotions

Since the early 1970s, the Consumer Information Catalog has listed consumer publications available from the government. To extend the reach of government consumer publications and online information to underserved communities, the Federal Citizen Information Center manages special promotions with strategic partners and other agencies.

### Achievements:

To further our sustainability goals, we implemented various measures to reduce Consumer Information Catalog distribution to 7 million copies, down from 10 million in FY11. We also reduced size of the Catalog from 16 to 8 pages. This page adjustment resulted in saving over 12.5 million sheets of newsprint and over \$40,000 in printing, storage, and mailing costs.

In May 2012, as part of a more than decade-long partnership with Dear Abby, we created a special Dear Abby health promotion, featuring publications written and funded by FDA's Office of Women's Health. The promotion drew more than 110,000 page views and downloads and distributed 1.7 million publications on health topics, including discovering better ways to manage menopause and head off osteoporosis and finding the most effective methods to stop smoking.





The FDA Wiser Woman health packet promotion drew more than 52,000 page views and downloads and distributed 600,000 publications on health topics, including getting high blood pressure under control, recognizing the symptoms of diabetes and learning to avoid health scams.

A special targeted promotion to Hispanic community leaders promoted the publications of six different federal agencies and covered important topics like understanding Social Security benefits, planning for retirement, and using generic medicines. More than 750,000 publications were distributed at a cost savings to the government of \$600,000, by distributing publications at a greatly reduced bulk rate of 20 cents per copy.

## Public Service Advertising

Our English and Spanish public service advertising campaigns (PSAs) featuring USA.gov, GobiernoUSA.gov and 1-800-FED-INFO educate a broad range of the American public about the ways GSA's citizen-facing services can help make their lives better.

Reaching across age, technology and economic boundaries, the television and print PSA campaigns run in the traditional media with ad time and space donated by broadcasters and publications. Print public service ads and article distribution are cost effective methods for letting people know about OCSIT's citizen-facing services through print ads and consumer information articles that newspapers, magazines and online publications nationwide run for free as a public service to their readers.

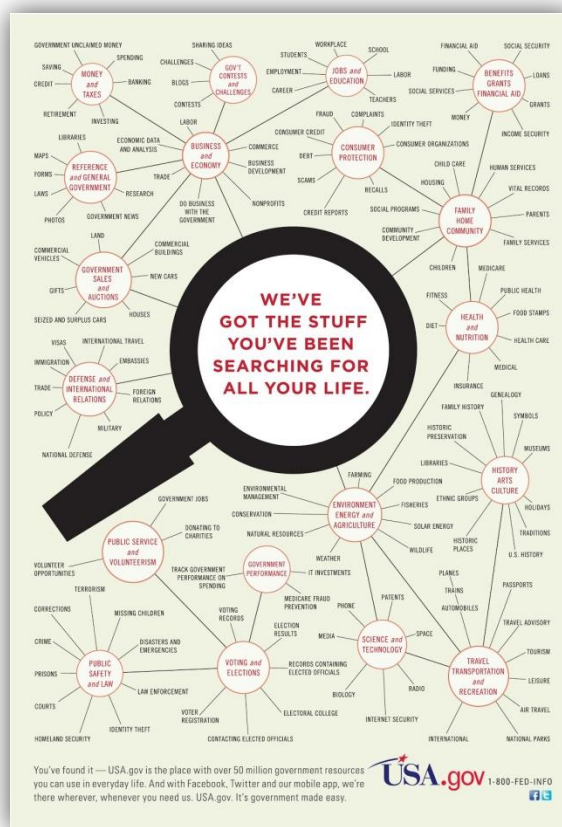


The USA.gov public service web ads were reissued for a second year in 2012. They feature cutting-edge technology that pulls a live feed of the most popular topics trending on USA.gov Search and allows users to interact directly with the content on USA.gov.

## Achievements:

During calendar year 2011 and into FY 2012, both the USA.gov TV PSA, “Transitions,” and the GobiernoUSA.gov TV PSA, “El Gran Sueño” ranked in the top 1% of all PSAs in the United States, out of 2,254 TV PSAs that ran nationwide and were tracked by Nielsen Media Research. Since their release, the English and Spanish 2010-2012 television campaigns have together earned more than \$27.6 million in donated airtime—a 25x Return-on-Investment (ROI)—and received more than 2 billion audience impressions.

The magazine ad campaign “Infographic” was given prime advertising space in more than 35 popular publications such as Oprah Magazine, Time, Sports Illustrated, and Real Simple, and brought an astounding 73x ROI.



In FY 2012, the total circulation impressions of print and online newspapers and magazines carrying our print ads as well as feature articles about OCSIT’s citizen-facing services exceeded 813 million--a more than 250% increase from 2011. Media outlets provided 3,868 placements of 20 different print ad campaigns, and 2,337 articles mentioning our programs and publications.

The web banner public service ads earned more than \$2.3 million in donated ad space—a 58x ROI—and drove more than 666,000 clicks to USA.gov from more than 8,000 sites, including Hotmail, IMDB, Huffington Post, Yahoo, AOL, and Ask.com

## Social Media Advertising

In January 2012, OCSIT began a two-month pilot program to promote its services in two places where the public spends a lot of time: on Facebook and Google.

The Facebook campaign featured a combination of engaging questions and photos to draw users’ interest and influence them to “like” or become a fan of USA.gov’s

Facebook page. In this way, these users could join the community of USA.gov fans and continue to be served by the helpful information in our Facebook updates.

The eight week Google campaign featured USA.gov's address change, consumer protection and general government reference sections. The ads appeared at the top of the search results when people searched using different combinations of words related to those sections of USA.gov.

### **Achievements:**

The successful Facebook campaign contributed to adding 10,000 new fans or "likes" during its two month run. This translates into more than 600,000 additional citizen touchpoints per month. Fans' friends in turn "like" the Facebook ads, creating a community of users who regularly get updated government information.

The Google ads delivered more than 5.2 million total impressions and over 90,000 clicks to those highlighted sections of USA.gov.

## Recognition

We continue to play a key role in driving greater transparency and openness in government by using agile technologies, processes, and expertise for public engagement and collaboration built around innovative solutions that provide a more effective, public-driven government and save agencies millions of dollars each year.

We are consistently recognized as a world leader in public engagement and innovation. Our staff is in high demand for speaking events, consultation and interviews with major media outlets. We are proud to have been recognized with many prestigious team and individual awards.

- David McClure, Federal Computer Week, 2012 Eagle Award Winner
- Federal Computer Week 2012 FED100 Award Winners: David McClure, Darlene Meskell, Zach Baldwin, Sheila Campbell, Thomas Freebairn
- Darlene Meskell, Partnership for Public Service Senior Fellows Award for Public Service Excellence
- Bev Godwin, finalist for the March of Dimes Heroines in Technology Award
- Katie Lewin, Morgan Franklin Pivotal Play in Business & Government Award for FedRAMP
- Warren Snaider , for his work in detecting fraud against the government, received:
  - Commendation from the Inspector General
  - Commendation for the US Attorney in Madison, Wisconsin
  - Special Act Award from the GSA Acting Administrator
- USA.gov Social Media: 2012 The Armed Forces Communications and Electronics Association (AFCEA) Bethesda Government-wide Initiatives Excellence Award for outstanding achievements in new media
- USA.gov was listed among: [The 50 Most-Mentioned Agencies on Twitter](#)
- The National Contact Center received the Department of State Bureau of Consular Affairs Leadership Award in September 2012 for their outstanding leadership and support to the Department of State and their excellent service to citizens.

## Helpful Links

[www.GSA.gov/OCSIT](http://www.GSA.gov/OCSIT)

[www.GSA.gov/Open](http://www.GSA.gov/Open)

[www.USA.gov](http://www.USA.gov)

<http://Answers.USA.gov>

[www.GobiernoUSA.gov](http://www.GobiernoUSA.gov)

<http://Respuestas.GobiernoUSA.gov>

[www.Kids.gov](http://www.Kids.gov)

[www.Publications.USA.gov](http://www.Publications.USA.gov)

<http://usasearch.howto.gov>

[www.Business.USA.gov](http://www.Business.USA.gov)

[www.Data.gov](http://www.Data.gov)

[www.Challenge.gov](http://www.Challenge.gov)

[www.HowTo.gov](http://www.HowTo.gov)

[www.GSA.gov/DigitalStrategy](http://www.GSA.gov/DigitalStrategy)

<http://gsablogs.gsa.gov/dsic/>

[www.FedRAMP.gov](http://www.FedRAMP.gov)

## FY12 Budget Appendix

The U.S. General Services Administration's (GSA) Office of Citizen Services and Innovative Technologies (OCSIT) develops and delivers low-cost, high-value services and solutions that are used across government, enabling efficiencies, savings, and cost-avoidance that far exceed OCSIT's modest budget.

**E-Government Fund (E-Gov)** facilitates adoption of innovative technologies that improve operational efficiency and effectiveness of the overall government operations. The E-Gov Fund allows development of innovative solutions that can be leveraged outside the resources and mission of any single agency and the primary support for the initiatives for openness and transparency to improve accountability in Government. The E-Gov Fund initiatives enable billions of dollars in long-term savings, many orders of magnitude above the \$12.4M FY2012 E-Gov Fund budget.

| Electronic-Government Funds<br>Allocations in FY2012                          |                 |
|---|-----------------|
| <b>Accelerate Cross—Government Innovation</b>                                 |                 |
| Cloud Computing and Security  | \$3.75 M        |
| Innovations in Technology   | \$2.00 M        |
| <b>Promote Transparency and Accountability</b>                                |                 |
| Performance Dashboard   | \$2.20 M        |
| Federal Funding and Accountability Transparency Act (FFATA)<br>Implementation | \$2.20 M        |
| Accessible and Transparent Government Information                             | \$2.25 M        |
| <b>Total</b>  | <b>\$12.4 M</b> |

**Federal Citizen Services Fund (FCS)** operations serve as the authoritative source for public government information and services. FCS enables citizen access and engagement through an array of direct services via the internet, phone, email, and print. The FCS fund saved the government \$64M in FY12 in cost avoidance by offering agencies no or low-cost government-wide policy-compliant solutions and by eliminating costly and duplicative procurements.



| Program  | Budget   |
|--|----------|
| Contact Center Services                                | \$6.5M   |
| Printed Publications Services and Citizen Outreach     | \$4.8M   |
| Web Management and Content (USA.gov & GobiernoUSA.gov) | \$4.76M  |
| Center for Excellence in Digital Government (CEDG)     | \$4.35M  |
| Information Technology Services Solutions (ITSS)       | \$13.59M |
| Total  | \$34.1M  |

*\*\*All references to cost avoidance in this report are estimates based upon reasonable cost assumptions for similar tools and services that we offer at no charge to agencies on a government-wide basis.*



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